The New England Collegiate Radio Conference
1982 UMass

Welcome to the 1982 New England Collegiate Radio Conference.

It is an honor for those of us at WMUA to host this conference and to welcome you to the campus of the University of Massachusetts.

As you look through this program, please keep in mind that we intend all workshops to be open forums. There are discussion leaders, but your active participation is needed to make each one successful.

If you feel more time should be made available for a particular topic or there's an area that's not being covered at all and needs it, there are rooms available just for this purpose. In Room 911-915 you'll find lists of available rooms and an announcement board to schedule and publicize these spontaneous workshops.

On Saturday, there will be an afternoon coffee break at 3:30 p.m. The banquet dinner will begin at 6:30 p.m., followed by an evening of live entertainment. Keep in mind that Sunday morning's workshops begin at **9:00 a.m.** so try to get some rest on Saturday evening.

The Sunday luncheon is scheduled for 1:00 p.m. in Room 1009, on the 10th floor of the Campus Center.

Remember, participation is the key to this weekend's success. College radio can be a rewarding and beneficial experience.

Any questions or comments.....let us know.

Have Fun,

Heidi Christensen
Station Manager
WMUA

SATURDAY, April 17, 1982

12:00 Noon to 1:30 p.m. — PROGRAMMING TO THE PUBLIC INTEREST - Room 803

"Small stations can gain wide acceptance by programming what people want to hear," says Steve Callahan from WGAO, Dean Junior College, who will discuss this topic along with John Murphy of WHUS, University of Connecticut.

12:00 Noon to 1:30 p.m. — NEWS: WRITING and EDITING - Room 903

The most instrumental elements of a successful newscast: what to read and how to write it. This workshop will be led by Alex Marino of WMAS and Glen Gardner of WPOE in Greenfield, Mass.

12:00 Noon to 1:30 p.m. — HOW TO CONDUCT A SURVEY - Room 901

A survey is one of the best tools you can utilize in determining your programming or in helping to solicit underwriting grants to support your programs. Duane Lefevre from WJMF at Bryant College will cover the 10 steps to conducting a successful survey for your station.

12 Noon to 1:30 p.m. — SEGUES AND OTHER BOARD OPERATOR TECHNIQUES - Room 905-909

Operating a board or console means more than the mechanics of cueing records, turning on a microphone or starting a tape cartridge machine. Once you get past the basics, the "finer points" of board operation provide the tools for on-air creativity. What are some of these techniques? How do you use them at your station? How do other stations use them to improve their on-air sound?

2:00 p.m. to 3:30 p.m. — NEWS COVERAGE - Rooms 905-909

Covering local news as well as exercising authority over what gets covered - these are the topics of discussion in this workshop presented by Doug Cope of WHYN in Springfield, Bill Brady - News Director of WSPR in Springfield, and Glen Gardner of WPOE in Greenfield, Mass.

2:00 p.m. to 3:30 p.m. — MARKETING YOUR STATION - Room 903

Building an image for your station and promoting it form the basis for discussion at this session. You are encouraged to bring samples of your station's promotional items including posters, bumper stickers, ads, flyers, program guides, T-shirts, etc. Discussion leaders are Duane Lefevre - WJMF - Bryant College, and Jerry Prudent - WMUA - UMass.

2:00 p.m. to 3:30 p.m. — BETTER STATION MANAGEMENT - Rooms 904-908

Setting objectives and strategies, delegating responsibilities, motivating staff and giving credit where due - just a few of the topics up for discussion at this session to be led by Greg Molod - WRIU - University of Rhode Island, and John Murphy - WHUS - University of Connecticut.

2:00 p.m. to 3:30 p.m. — FCC QUESTIONS and ANSWERS - Room 803

Whether or not we agree with the FCC rules or proposed changes, it's important to be aware of what they are and what they can mean in practical terms for your station. This session will discuss recent changes and proposals, and attempt to answer your questions about what you can and cannot do and what you probably should and should not do, at least as far as the FCC is concerned. The discussion leader is Jeff Tellis of IBS.

SATURDAY, April 17, 1982 continued

3:30 p.m. COFFEE BREAK - Rooms 911-915

4:00 p.m. to 5:30 p.m. **RECORD SOURCES and PLAYLISTS - Room 904-908**

Many feel a station's playlist should reflect not only what the station itself is playing but also record sales in the area. Tracking new music, keeping in touch with record sources and local outlets all come under the Music Department of a station. To discuss these and related topics are Tom Butts and Ed Bunker - WMEB-FM - University of Maine, and Ann Castello - WHUS - University of Connecticut. Please bring your station playlists to this session.

4:00 p.m. to 5:30 p.m. **WOMEN'S PUBLIC AFFAIRS PROGRAMMING, MUSIC, and the WOMEN'S RADIO COLLECTIVE - Room 901**

How far has your station come in this area? Share your ideas, successes and problems with others. Beth Lazar - WHUS - University of Connecticut and Michelle Murray - WMUA - UMASS will lead the discussion.

4:00 p.m. to 5:30 p.m. **UNDERWRITING FOR NONCOMMERCIAL STATIONS - Rooms 905-909**

Recent FCC rules changes have loosened some of the restrictions on underwriting announcements and have increased stations' potential for soliciting this kind of support. Eliza Brown will share her success in raising $6,000 since this past September 1981 for WRUV - University of Vermont, Burlington.

4:00 p.m. to 5:30 p.m. **STATION TRAINING PROGRAMS - Room 901**

Just about every station every year gets new people who walk through the door and say, "I want to be on the radio!" What kind of a training program do you have for these new recruits? How effective is it for them and for the station? Discussion leaders are Rick Alfonso and John Murphy - WHUS - University of Connecticut.

4:00pm to 5:30 p.m. **COMPUTERS IN BROADCASTING - Room 804-808**

Computers are the wave of the future, especially for college radio. Cathy Birdwell of WUVT, Virginia Polytech will introduce the Computer Users Communication Network, hardware configurations, software applications, and a further breakdown of administrative and technical uses.

5:30 p.m. to 6:30 p.m. **HAPPY HOUR - Room 1009 - 10th Floor**

6:30 p.m. **BANQUET DINNER - Room 1009 - 10th Floor**

8:30 p.m. **ENTERTAINMENT - Room 1009 - 10th Floor**

The Museum Direktors
The Al Fuller Band
The Incredible Casuals

SUNDAY, April 18, 1982

9:00 a.m. to 10:30 a.m. — **10 TO 100 WATT STATIONS - WHERE ARE THEY GOING? - Rm 804-808**

An open forum on new listenership expansion, new programming, the changing marketplace and other challenges facing stations who are increasing their power. Discussion leader is Lori Macellara, engineer for WMHC-FM - Mount Holyoke College.

9:00 a.m. to 10:30 a.m. — **RADIO COALITIONS - Rooms 904-908**

Networking programming, news features, special programs and other resources forms the basis for this workshop aimed at helping to start such a coalition in New England and other parts of the country by organizing here. The concept will be presented by people from WUSB - State University of New York at Stony Brook and WUVT - Virginia Polytech, Blacksburg, Virginia.

9:00 a.m. to 10:30 a.m. — **PROGRAMMING, PHILOSOPHY, & ALTERNATIVE RESOURCES Rooms 905 - 909**

A discussion of different philosophies of programming decisions, structures - for example, block vs open - and alternative program resources. Jeremy Prescott - WMEB - University of Maine is the discussion leader and will be joined by Todd Clarke of WMUA's Valley Community Energy Exchange. New and alternative programming ideas are welcomed.

11:00 a.m. to 12:30 p.m. — **NEWS: THE COLLEGE PERSPECTIVE - Room 803**

How can you get a "professional" sounding newscast when you are relying on a small staff, low budget and minimal equipment? Suzan Bibisi of WHUS - University of Connecticut and Randy Holhut of WMUA - UMass share their ideas and yours.

11:00 a.m. to 12:30 p.m. — **RADIO COALITIONS: GRASS ROOTS ORGANIZATION - Part II Rooms 804-808**

The second part of this workshop is the discussion of next year's conference. Next year's conference? Well, networking and coalition activities need some continuity to them and an annual conference is one way to help create that continuity. Discussion of this year's conference will also take place.

11:00 a.m. to 12:30 p.m. — **PLANNING FOR STATION DEVELOPMENT - Room 902**

With the constant turnover of station management and staff, it's important to develop a long-term plan for your station's future. John Murphy of WHUS - University of Connecticut shares his ideas on long term planning with you.

1:00 p.m. — **LUNCHEON - Room 1009 - 10th Floor**

Evaluation sheets will be distributed